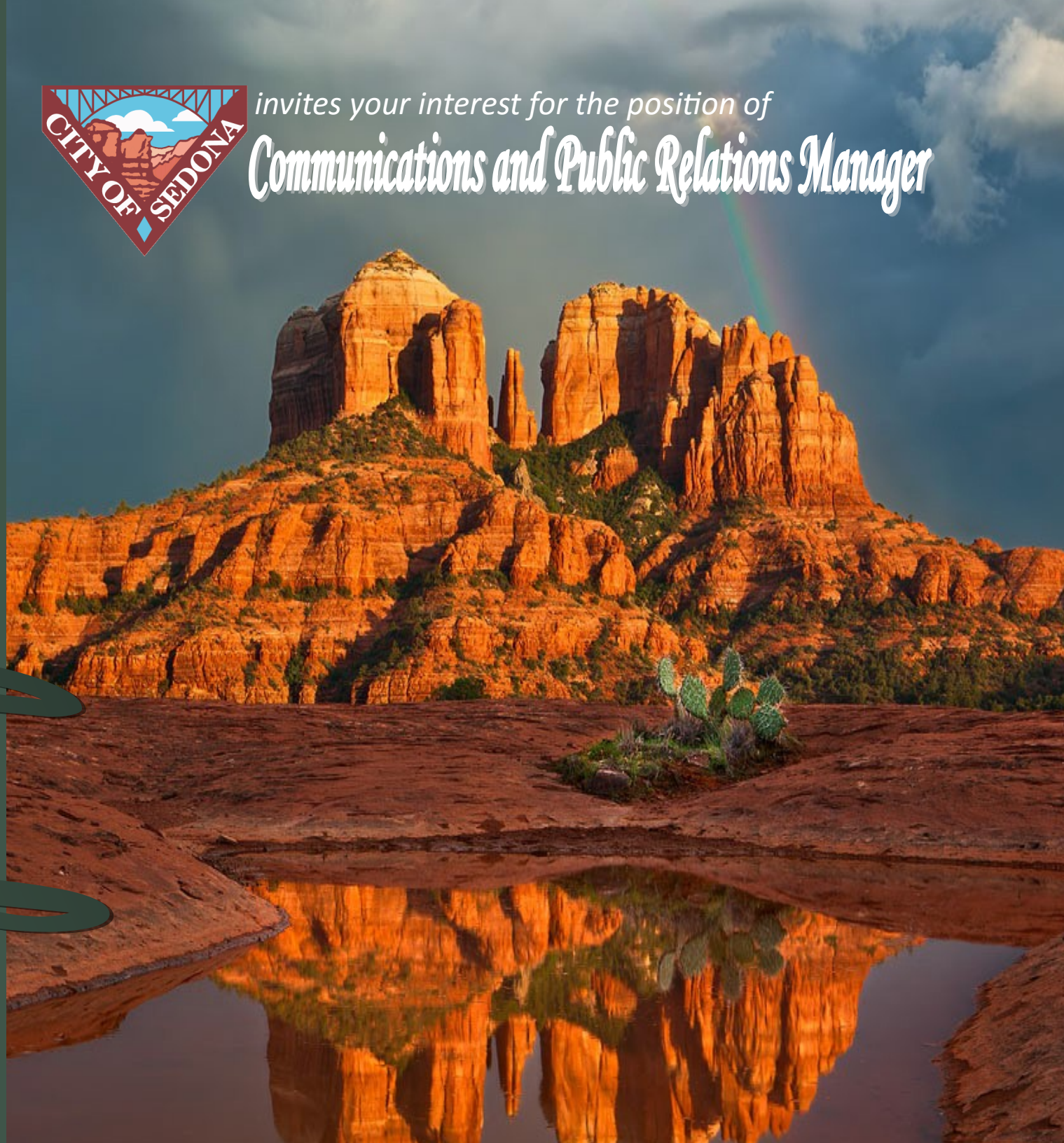


City of Sedona



invites your interest for the position of  
*Communications and Public Relations Manager*



## UNIQUE OPPORTUNITY

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**T**his is a perfect opportunity for the new Communications and Public Relations Manager to build a dynamic communications department and helping create and foster a brand-name image to the Sedona community.

With guidance from the City Manager, the Communications and Public Relations will be afforded the opportunity to act independently to build a robust, dynamic, and diverse public relations and communication program.

## THE POSITION

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**T**he Communications and Public Relations Manager plans and develops City-wide strategic communication to include all aspects of municipal communications through public education, public relations, public involvement, media relations, and advertising.

Implementing cutting-edge technology, this pivotal position will use a variety of communications processes, including evaluation of feedback through surveys and data collection to ensure public awareness of city projects, programs and topics.

The Communications and Public Relations Manager serves as media liaison by acting as spokesperson for the City, providing story ideas to reporters to promote the City, arranging for media coverage of City events, and developing strategies, action plans, materials, and activities to achieve the desired positive effect.

The position will also develop and implement innovative, strategic communication and advertising concepts that include audience identification, goals, objectives, strategies, tactics, and key messages targeted to both residents, businesses and visitors as needed.

Inventive, modern, and clear communication will be used by the Communications and Public Relations Manager for City communications including City news, developing and implementing advertising campaigns utilizing regular press releases, public service announcements, media advisories, publications, direct mail campaigns, print and broadcast advertising, video production, content and design of the city website and other social media tools.

The Manager will also perform other duties such as photographing city events, researching and writing letters and speeches on behalf of the city and elected officials, writing and submitting national awards applications and articles for professional journals and publications, answering questions from citizens, business representatives, coordinates public meetings, organizes and operates city booths at events, serves as city liaison/ representative at meetings, and performs internal communications tasks.

The ideal candidate will be an effective communicator and have a clear understanding of contemporary development practices, a track record of setting a positive example of competence, professionalism, trust, energy, and work ethic. Additionally, the successful candidate would work successfully as both an individual as well as within a team.

## EDUCATION AND EXPERIENCE

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**A** minimum of a Bachelor's degree from an accredited college or university with major coursework in liberal arts, business administration, communications, marketing, public administration or related field or a closely related field (or equivalent experience).

## PERSONALITY AND MANAGEMENT STYLE

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- High integrity and solid character; honest and direct; highly integrated and organized
- Ability to foster and promote strong and positive relationships with diverse constituents for positive outcomes
- Displays a leadership presence and a high degree of political sophistication
- Seeks continual and cutting-edge communication tools and systems
- Excellent customer service, both internal and external, and ability to successfully work with a variety of personalities
- Superior communicator who can quickly cultivate and maintain trust and confidence with a variety of audiences, including the City Manager, City Council, peers, subordinates and citizens
- Ability to present complex information and subject matter in a format that is concise and understandable to the lay audience; can focus discussions on economic stability and growth



## THE ORGANIZATION

The City of Sedona operates under the Manager-Council form of government with six Council Members and one elected Mayor. The Council appoints the City Manager, who is responsible for carrying out policy enacted by the Council, overseeing administration of the



City, and maintaining inter-governmental relationships.

Sedona currently has a staff of about one-hundred full-time equivalent employees. The staff are a cohesive and close team. City staff members enjoy an ambitious, yet gratifying

working environment that is built on teamwork, initiative, goals, and unification.

The 2016 budget ranges from \$25 to \$40 million. City departments include the City Manager, City Attorney, City Clerk, Community Development including engineering and public works services, Finance, Human Resources, Information Technology, GIS, Magistrate Court, Parks and Recreation, Police, and Wastewater (special districts provide fire services and water). The City has an "A" underlying rating from Standard and Poor's Rating Services on its most recent bond issuance.

The City has no property tax and relies on sales tax and lodging tax revenues to support its operations. The City has come out of the recession with a reduced workforce, smaller budget, and excellent reserves.

The 2016 budget reflects a commitment to maintaining core services and a continuing mindset, developed out of necessity as the City navigated the recession, of identifying cost-saving efficiencies and adding resources only in the most critical areas.



## COMMUNITY

Numerous cultural events are hosted annually in the Sedona area. These events are varied and have something for everyone.

- The Great Sedona Chili Cook-off
- 1st Fridays in the Galleries
- Sedona Mountain Bike Festival
- Sedona Yoga Festival
- International Film Festival
- National Day of the Cowboy
- Red Rocks Oktoberfest
- Sedona WineFest
- Sedona Marathon Event
- Winter Music Festival
- Celebration of Spring
- Sedona Arts Festival



The perfect destination should seem exotic yet feel like coming home. That is the very definition of Sedona, a small town blessed with an abundance of scenic beauty.

## LOCATION

Sedona is approximately one and a half hours north of Phoenix in the heart of Arizona known as the Verde Valley. It serves as a premier international tourist center with millions of visitors each year.

Sedona was named after Sedona Miller Schnebly (1877–1950), who was celebrated for her hospitality and industriousness. Sedona's main attraction is its array of red sandstone formations.



Originally founded in 1902, the City was incorporated in 1988 and is one of the premier tourism, recreation, retirement, viticulture, and art centers in the world.

Sedona's history is that of a rural community with such beauty it became known worldwide

through the motion picture industry. A multitude of classic and current films, commercials, and television shows have been filmed in and around Sedona.

The Verde Valley is widely becoming known as the new viticulture location with a variety of established wineries. The wine trail, located just outside of Sedona, invites wine enthusiasts to experience a variety of unique cellars rich in history, beauty, and the production of exquisite Arizona wines.

Located in the high southwestern desert under the rim of the Colorado Plateau at an elevation of 4,500 feet, Sedona is fortunate to have four mild seasons, plenty of sunshine and clean air.

The year round population of Sedona is approximately 10,000 residents, while the seasonal and/or visitor population often doubles that number on a regular basis. The city is almost nineteen square miles in size, with fifty-one percent of the area owned by private landowners and the rest belonging to the Coconino National Forest.

Sedona has something for everyone: world class resorts to small family-run motels, multitudes of spectacular hiking trails, fine restaurants, excellent schools, film festivals, concerts, outstanding shops and diverse art galleries.

The forests, canyons and mountains around Sedona have more maintained trails than anywhere else in Arizona.

The beauty and climate of the area makes sightseeing and hiking, golf, tennis, Jeep-touring, atv-ing, film and other festivals, horseback riding, available year-round.



*The City of Sedona is the  
9th safest city in the state of Arizona.*

*— FBI 2015 Crime Reports*

## COMPENSATION AND BENEFITS

**T**he full salary range for the Communications and Public Relations Manager position is \$59,000.00 — \$85,000.00

The City of Sedona offers a competitive benefit package that includes:

- Arizona State Retirement System
- 100% City-paid health, dental and vision coverage for employee
- Substantial City contributions to health, dental and vision coverage for dependents
- City provided \$50,000 group term life insurance
- Short-term disability
- Ninety-six hours of PTO time
- Generous amount of vacation time
- Eleven paid holidays
- Deferred compensation with optional IRS 457 plans
- Wellness programs
- Relocation assistance
- 4-10 schedule, Monday - Thursday
- Small, family-oriented staff
- Diverse and vigorous community

## APPLICATION AND SELECTION

**T**o be considered for this exceptional career opportunity, submit your résumé, cover letter, a list of six work-related references (who will not be contacted without prior notice) and current salary by August 15, 2016.

Your résumé should reflect years and months of employment, beginning/ending dates as well all relevant communication experience.

Please submit your materials electronically as one file to [HumanResources@SedonaAZ.gov](mailto:HumanResources@SedonaAZ.gov).

The City will invite selected candidates to participate in an interview process in Sedona within weeks of the closing date. An offer of appointment is expected shortly thereafter following extensive reference and background checks. This recruitment is open until filled.

Submit your materials electronically to:

**[HumanResources@SedonaAZ.gov](mailto:HumanResources@SedonaAZ.gov)**



**Tel:** 928-203-5189 • **Fax:** 928-282-1394

**E-mail:** [HumanResources@SedonaAZ.gov](mailto:HumanResources@SedonaAZ.gov)

**Website:** [www.SedonaAZ.gov](http://www.SedonaAZ.gov)

